

REQUEST FOR PROPOSAL

Tricaster Green Screen Studio Equipment Grant “Hub, Spoke, Wheel Project”

From

Access Sacramento
4623 T Street, Suite A
Sacramento, CA 95823



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INTRODUCTION

Access Sacramento, a government funded public access cable broadcast station (“Access Sacramento”), through this Request for Proposal (“RFP”), is seeking proposals from qualified nonprofit organizations or public education facilities for the installation and productive use of a portable studio of video equipment (APPENDIX A) to support the creation of video content, distribution and support of local arts, cultural and other newsworthy events throughout Sacramento County.

Selected proposals are required to produce non-commercial video content suitable for use by Access Sacramento on either of its two cable channels so that this content might appear throughout Sacramento County on Comcast, Consolidated Communications and AT&T’s U-verse and through other distribution as deemed appropriate under guidelines from the Sacramento Metropolitan Cable Television Commission (SMCTC).

Access Sacramento will award a two-year agreement (renewable annually) that would include exclusive use and temporary possession of Access Sacramento owned assets including a portable green screen video studio and start-up training and support.

The RFP goals include creating original community-driven video content and using video to strengthening nonprofit capacity to raise awareness of cultural and arts events, community needs, and access to services, and develop trained video production staff within the local community.

Access Sacramento seeks proposals that demonstrate a realistic and achievable plan for commencing operations within 90 days of notice of intent to award by Access Sacramento. The successful applicant should demonstrate that it has the capacity to use the equipment to begin producing content for its own use, as well as for use by Access Sacramento on the cable TV channels.

Award of any equipment for each year of the term of the agreement, is contingent upon selected organizations ability to fulfill stated requirements including facility issues, staff and strategic planning.

Contact Information	Business Hours:
Access Sacramento	Monday 9:00 a.m. – 6:00 p.m.
Proposal: Tricaster Green Screen Studio	Tuesday 9:00 a.m. – 6:00 p.m.
4623 T Street, Suite A	Wednesday 9:00 a.m. – 6:00 p.m.
Sacramento, CA 95819	Thursday 9:00 a.m. – 6:00 p.m.
	Friday 9:00 a.m. – 12:30 p.m. 1:30 p.m. to 6:00 p.m.
	Saturday Closed
	Sunday Closed

Important Dates

Proposals must be received by 6pm PM Pacific Time on March 11, 2016. Postmarks will not be considered in judging the timeliness of submissions. Proposals may be delivered in person or mailed to arrive by the deadline at: Access Sacramento, Proposal: Tricaster Green Screen Studio, 4623 T Street, Suite A, Sacramento, CA 95819 during regular business hours. Late submissions will not be considered.

RFP is advertised & issued by Access Sacramento	February 1, 2016	
Deadline for submission of written questions	February 22, 2016	6:00 p.m.
Response to written questions	February 26, 2016	6:00 p.m.
Proposal Due Date	March 11, 2016	6:00 p.m.
Proposal Evaluation Period Start	March 14, 2016	9:00 a.m.
Proposal Evaluation Period Finish	March 18, 2016	6:00 p.m.
Contract Preparation/Negotiation	March 28, 2016	
Grant Award Offers Announced to Potential Grantees	April 4, 2016	
Video Production and Equipment Use Training	April-May, 2016	

ELIGIBILITY AND REQUIREMENTS

Eligibility

Organizations located in Sacramento County that are federally recognized 501(c)3 nonprofits in good financial standing or public educational institutions are encouraged to apply. Preference will be given to organizations that have demonstrated the ability to manage digital media/video production programs.

Facility Requirements

Organizations must ensure that a secure room no smaller than 250 square feet is available exclusively for video production. Access to the room during regularly scheduled operating hours is required. Windows should be limited. At least two 20-amp breakers need to be available along with a controllable thermostat.

Facilities Excluded From The Agreement

This Request for Proposals is for the management of Access Sacramento owned equipment to be located at the grantee's exclusively controlled facilities. Only facilities owned/rented and controlled by the proposed grantee will be considered or acceptable.

Administrative Requirements

Access Sacramento expects the successful applicant to show that it currently has the experience and resources to immediately provide video production services, and that it also possesses, or will obtain, funding to begin providing services no later than 90 days following the execution of the agreement

Exclusions

Excluded from the agreement is the use of Access Sacramento studios, personnel and

equipment located at 4623 T Street, Sacramento, CA.

SELECTION CRITERIA

A selection committee comprised of individuals with expertise in public access cable television will evaluate proposals along with individuals with expertise in local community needs. Access Sacramento intends to evaluate the proposals in accordance with the criteria itemized below.

EVALUATION

Criteria Ranking

1. Experience in video facility operations	20
2. Demonstrated financial stability	20
3. Management plan for efficiency and effectiveness in equipment use	15
4. Public access and usefulness of proposed facility / Geographic location and reach	15
5. Plan for retention and development of digital medial producers and volunteer	10
6. Plan for administration, oversight and governance	10
7. Plan to collaborate with community groups, nonprofit and local government	10

Total Possible Points	100
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CONTRACT TERMS

The contract shall have an original term of two years with an annual review and renewal. However, Access Sacramento, at its sole and absolute discretion, may terminate the contract at any time and without any notice if the applicant fails to meet the terms of the award. This grant provides equipment as a temporary loaned placement. With 10 days notice, Access Sacramento may temporarily withdraw the equipment for its own use with return provided as scheduled. In addition, Access Sacramento shall have the option to extend the term for additional one-year periods at its sole and absolute discretion. Access Sacramento will provide training to grantee equipment operators for start up training, with initial on-site assistance for the first programming operations. Additional training may be requested/negotiated from Access Sacramento during the term of the contract. This agreement is subject to overall and continued funding for Access Sacramento from the Sacramento Metropolitan Cable Television Commission.

ORGANIZATIONAL INFORMATION

What is Public Access Television?

Public access television, also called cable access, community access, community television, and PEGS (Public, Education and Government), is a system that provides television production equipment, training and airtime on a local cable channel, so members of the public can produce their own shows and televise them to a mass audience.

History of Public Access

Public access to cable television first appeared in the United States in 1970. In 1972, the FCC required all cable systems in the top 100 U.S. television markets to provide three access channels, one each for educational, local government and public use. If there was insufficient demand in a particular market, the cable companies could offer fewer channels, but a minimum of one channel must be offered. Sacramento was one of the last urban areas of the United States to be wired for cable television. On December 22, 1983, Sacramento Cable was awarded a franchise to construct and operate a cable television system in Sacramento County and the Cities of Sacramento, Folsom and Galt.

Access Sacramento

Access Sacramento is a community-based public access station providing television and radio programming to Sacramento County. As a non-profit organization primarily funded by the Sacramento Metropolitan Cable Television Commission, Access Sacramento provides services including free use of equipment, low-cost training, and coverage of important community events, professional development and enrichment courses and media arts opportunities for Sacramento's diverse population. Access Sacramento believes by providing these services, residents can better share their distinct voice on issues of importance to the community.

Mission Statement:

"Giving voice to the thoughts, dreams, opinions and community cultural and arts events that make Sacramento County such a wonderful place to live."

PROGRAM INFORMATION

For most of our 25 years, Access Sacramento's Coloma Community Center has been the only "hub" for county residents to use. Our analog television and radio production activities, required the public to "come to us" and receive training, check-out production gear and use our television production studio. Programs created were then "shared" with a growing number of Sacramento County cable subscribers, now totaling more than 250,000 households. Non-county residents can watch programs via Internet streaming. Initially, to receive the benefits of our public-use equipment and services, one needed to travel to the Coloma Center. This grant proposal will help us to overcome some of these limitations.

Hub-Spoke-Wheel (HSW)

A “Hub-Spokes-Wheel” model (HSW) was developed in 2011 to provide a broad reach of access to creating video content across Sacramento County. The “Hub” supplies “Tricasters” to key institutional partners strategically placed in geographic locations in the county. The “Spokes” are nonprofit groups and neighborhood associations that utilize portable cameras and editing equipment to document and share stories from their neighborhoods. The “Wheel” is comprised of individuals, not affiliated with the above groups, who also wish to receive training and the opportunity to post their stories for wider distribution.

Each "Hub" will be a "Tricaster Green Screen Studio"

Built by lease-purchase of the equipment inclusive of a service agreement and engineering support, each Tricaster shall be strategically placed in key organizations throughout the County. Each “green studio” will be designed similar to the small “closet” space used at the Coloma Center facility for the past year. It can be housed in a room as small as 250 square feet. Because we are utilizing low power/low heat LED lights and draped green cloth, the “green studio” need not be permanent. With slight modifications, it can actually be somewhat portable. Access Sacramento successfully uses a portable Tricaster on about 20-percent of our “on-location” Hometown-TV shoots.

During the past 12 months, we have initiated training and equipment distribution with multiple South Sacramento institutions including libraries, nonprofit organizations, parks and recreation departments, schools, and major media outlets. To post new digital content they do not need to drive to the Coloma Center. With appropriate pass codes and simple training, new digital content is uploaded to the web site at any time, and from any location. They have become active, productive “spokes” to the Coloma “hub”.

Expanding the “Hubs”

During Phase I of HSW, Access expanded beyond the original Coloma Center “hub” site, and created three multiple institutional “hubs” during the first year of implementation in partnership with the California Endowment, Sacramento County Library and the Nonprofit Resource Center. Now in it’s third year and entering Phase II, the scalable plan includes adding additional “hubs” throughout the county.

RFP INSTRUCTIONS

Please make sure that your proposal contains the follow:

- Contact information for the individual responsible for submitting and/or managing the grant
- Signed statement from the organization's executive director approving the grant submission
- Statement of Qualifications
- Project Narrative
- Submission Attachments
 - Proof of 501(c) 3 Status
 - List of current Board of Directors
 - 2014-15 audited financial statement or CPA financial review
 - Proof of insurance
- Facilities Requirement Form (Appendix C)
- Certification of Assurance (Appendix D)

Questions regarding this RFP may be received in writing before February 22, 2016 6:00 p.m. Mail to: Access Sacramento, RFP Questions, 4623 T Street, Suite A, Sacramento CA, 95819 or by e-mail to: postmaster@AccessSacramento.org with the subject line: RFP Questions

PREPARING YOUR PROPOSAL

Format Requirements

Proposals must be submitted in hard copy on standard letter paper. Proposers shall submit one (1) Original and five (5) copies of the proposal in a sealed envelope clearly marked "Proposal: Tricaster Green Screen Studio" at the above location. The original copy of the proposal must be clearly marked as "ORIGINAL." Proposals submitted by facsimile, telephone, or electronic mail will not be accepted.

REQUIRED ELEMENTS

I. Contact Information

Name of the individual responsible for submitting and/or managing the grant, including mailing address, phone, fax and email information.

II. Support Letter

Signed statement from the organization's executive director approving the grant submission

III. Statement of Qualifications

1. Describe grantee's understanding of video production for commercial or non-commercial use.
2. Demonstrate through at least three examples of experience or the capacity for producing video content using in-house staff.
3. Describe and attach Internet links (or .mp4 media on a flash drive) with any video content that has been produced by proposed grantee for public distribution in the last three years if available.
4. Provide information on the organization's media and market reach including the number of newsletter subscribers, social media followers (including YouTube) and other communications metrics to describe how the organization tracks external communications.

IV. Project Narrative

The successful applicant should provide, as part of its proposal, the following information to demonstrate how it will implement a Tricaster Green Screen studio using Access Sacramento provided equipment.

1. Detailed management plan to ensure efficient and sustainable operations. Elements of such a plan may include:
 - Specific site address, description and intended layout
 - Scheduling system(s) for existing facility use
 - Hours of operation
 - Security plan and administration
 - Maintenance of equipment and facilities
 - Organization's "Tricaster Green Screen Studio" use goals and objectives
 - Capacity to meet the Scope of Work and reporting requirements **(See RFP APPENDIX B)**
2. Detailed plan for retention and development of producers and program creators:
 - Producer retention and recruiting
 - Volunteer staff development
 - Training and production support
3. Plan to develop partnerships with community groups, nonprofit groups and government
4. How award of a Tricaster Green Screen studio supports fulfilling the organization's philosophy and mission.

V. Facility Requirements Form – (See RFP APPENDIX C)

VI. Certification of Assurance Compliance – (See RFP APPENDIX D)

VII. Submission Attachments

- Proof of 501(c) 3 Status
- List of current Board of Directors
- 2014-15 audit financial statement or Financial Review
- Proof of insurance

RESOURCES PROVIDED BY ACCESS SACRAMENTO
APPENDIX A – TRICASTER GREEN STUDIO EQUIPMENT LIST

Access Sacramento anticipates that the following resources will be available for use by the successful applicant:

Manufacturer	Description	Model #	Value (as of Jan, 2016)
Sony	Camcorder	HXR-NX5U	\$3,888.00
Sony	Camcorder	HXR-NX5U	\$3,888.00
Sony	Camcorder	HXR-NX5U	\$3,888.00
Sony	Camcorder Travel Bag		
NewTek	TriCaster	TCXD300	\$10,050.00
LG	TV Monitor	M2352D	\$210.00
NewTek	TriCaster Live Control	LC-11	\$2,010.00
Ikan	LED Light Panel	500	\$418
Ikan	LED Light Panel	500	\$418
Ikan	LED Light Panel	500	\$418
Ikan	LED Light Panel	500	\$418
Ikan	LED Light Panel	500	\$418
Ikan	LED Light Panel	500	\$418
	Light Tripod		
	Light Tripod		
	Light Tripod		
Countrymen	Lapel Mic	N/A	\$175.00
Countrymen	Lapel Mic	N/A	\$175.00
Audio Technica	Shotgun Mic & storage case	N/A	
	Mic Stand		

Pro Vista	Tripod With Dolly	FM 18	\$220
Pro Vista	Tripod With Dolly	FM 18	\$220
Pro Vista	Tripod With Dolly	FM 18	\$220
	Tripod Carry Bag		
N/A	HDMI to DV Cable	N/A	\$25
N/A	Mic Cable 3'	N/A	\$50
N/A	Mic Cable 3'	N/A	\$50
N/A	Mic Cable 3'	N/A	\$50
N/A	Mic Cable	N/A	\$50
N/A	Mic Cable	N/A	\$50
N/A	Mic Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	BNC Cable	N/A	\$50
N/A	Portable Green Screen Set Up	N/A	\$250
N/A	3 Scissor Clips (Light Mounts)	N/A	\$160
		Sub total	\$28,487
		TAX (7.75)	\$2,258
		TOTAL =	\$30,905.12

APPENDIX B – SCOPE OF WORK

The successful applicant must be prepared to accept the equipment to be granted as part of this agreement within 90 days of notice of intent to award the grant, with specific attention to public producers, community based organizations and public Access Sacramento viewers. In addition, the successful applicant should demonstrate that it will begin providing programming to Access Sacramento no later than 90 days after the agreement is signed.

The successful applicant will agree to undertake tasks that are consistent with the following functions:

1. Successfully install and house video equipment and successfully manage all video production efforts. Access Sacramento will assist with initial equipment set up and training.
2. Undertake all reasonable efforts to retain and support producers who are willing and or able to produce content suitable for use by the grantee and Access Sacramento. These individuals may be employees or volunteers of the grant recipient. Each individual who intends to operate any of the equipment must become a member of Access Sacramento and maintain current membership (\$30/annually). Grantee equipment operators must become Access Sacramento members within 45-days of that designation. Only Access Sacramento members may submit programs for playback.

Reporting Requirements

1. Submission of 60-minutes of aggregated video content to be aired on Access Sacramento within each calendar month. Completion of longer videos in any one month does not remove this requirement for 60-minutes monthly in all months.
2. Bi-Annual reports due March 30 and September 30 that include:
 - A list of all videos created with the equipment. Include each video's total running time and a brief synopsis of the purpose of each video. Provide links to online viewing (if available).
 - Synopsis of information on videos shared digitally via electronic newsletters, list serves, etc. Include the number of subscribers for each communication channel
 - Information on Green Studio videos posted on social media.
 - Information on all collaborative partnerships among local community members and groups (if applicable).
 - Information on media coverage received from the videos including news articles and other social media coverage
 - Describe the overall positive impact the video program has had on your organization and the community
 - Describe any challenges that were experienced.

APPENDIX C FACILITY REQUIREMENTS FORM

Please use this form to describe the facility where the Tricaster equipment will be stored.

1. Define the dimensions of the proposed room to be used exclusively for video production.
2. Confirm that room containing Access Sacramento video equipment is under lock and key.
3. Confirm that video room will be available to qualified producers on a scheduled basis.
4. Describe the normal hours of operation for the planned recording studio.
5. Confirm the nature and type of security that the room has or will have installed.
6. Confirm that electrical service of at least two 20 amp breakers is available in the proposed room.
7. Confirm that the video recording room either has no windows or no windows facing south. Blackout curtains may be installed.
8. Confirm that the proposed video recording room has a controllable thermostat
9. Provide resumes of two primary individuals who will be responsible for operating the Access Sacramento provided equipment.

APPENDIX D - CERTIFICATION OF ASSURANCE

Access Sacramento requires the grantee maintain Property and Liability insurance for the equipment and its use. Access Sacramento must be named as “additionally insured” for Property and Liability Insurance. Grantee must agree that Access Sacramento will be not be held responsible or liable for any actions of volunteers, employees or contractors working to support grantee’s use of the Access Sacramento supplied equipment. Please provide a statement from the Executive Director, business manager or other appropriate official indicating and understanding of this requirement and the intention to provide such insurance if awarded.